

EDWARD J. KASEMEYER

12th Legislative District  
Baltimore and Howard Counties  
Deputy Majority Leader

Budget and Taxation Committee

Subcommittees:  
Capital Budget, *Chairman*  
Pensions, *Chairman*

Joint Committee on Pensions, *Chairman*



## *The Senate of Maryland*

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July 28, 2005

Chief, Regulations & Procedures Division  
Alcohol & Tobacco Tax & Trade Bureau  
ATTN: Notice No. 41  
PO Box 14412  
Washington DC 20044-4412

Dear Sir:

Recently, I learned that Diageo, a leading premium beverage alcohol company with a large facility located in my legislative district, was desirous of helping consumers of its beer, wine and spirits products make informed decisions about what and how much they drink. They planned to do this by printing on the labels of their products pertinent information, such as, alcohol content, serving size, macro-nutrients, carbohydrates and calories. This decision was made following a joint petition filed with the Alcohol and Tobacco Tax and Trade Bureau (TTB) by over seventy consumer and public health groups seeking disclosure of certain information on the labels, but Diageo's request to do so was turned down by TTB, due to its present regulations.

I believe providing basic consumer information on alcohol products is just as important to consumers as is found on most food packaging, soft drink containers, over-the-counter drugs, etc. Alcohol per serving should be important to anyone trying to monitor his or her alcohol intake, especially, if they are out in public and may have good reason to get behind *the* wheel of a car.

I urge TTB to act fairly and promptly to adopt a regulation permitting consumer-oriented serving facts on beer, wine and spirit labels and meanwhile, **to allow manufacturers to voluntarily** provide this type of information on labels.

Sincerely,

Edward J. Kasemeyer  
State Senator

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